

CLAIMS

What is claimed is:

- 1 1. A method for embedding keywords in video, comprising the steps of:
 - 2 (a) displaying content comprising one or more video images;
 - 3 (b) associating one or more keywords with at least one of the video images;
 - 4 (c) utilizing a network to retrieve information relating to the at least one of the
 - 5 keywords; and
 - 6 (d) displaying the retrieved information relating to the at least one of the
 - 7 keywords.
- 1 2. A method as recited in claim 1, further comprising the step of displaying the
- 2 at least one keyword associated with the at least one video image.
- 1 3. A method as recited in claim 2, wherein the at least one keyword is displayed
- 2 adjacent to the associated at least one video image.
- 1 4. A method as recited in claim 1, further comprising the steps of: selecting one
- 2 of the displayed video images, and displaying the at least one keyword
- 3 associated with the displayed video image.
- 1 5. A method as recited in claim 1, further comprising the step of indexing the
- 2 retrieved information based on the associated keywords.
- 1 6. A method as recited in claim 1, further comprising the step of obtaining a
- 2 user profile of a user, and wherein the retrieved information includes
- 3 information related to the user profile of the user.
- 1 7. A method as recited in claim 1, wherein the video images are carried in a
- 2 first channel, and wherein the keywords are carried in a second channel.

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1 8. A method as recited in claim 1, wherein the content utilizes the Advanced
2 Television Enhancement Forum Content Specifications.

1 9. A computer program embodied on a computer readable medium for
2 embedding keywords in video, comprising:

- 3 (a) a code segment that displays content comprising one or more video images;
4 (b) a code segment that associates one or more keywords with at least one of the
5 video images;
6 (c) a code segment that utilizes a network to retrieve information relating to the
7 at least one of the keywords; and
8 (d) a code segment that displays the retrieved information relating to the at least
9 one of the keywords.

1 10. A computer program as recited in claim 9, further comprising a code segment
2 that displays the at least one keyword associated with the at least one video
3 image.

1 11. A computer program as recited in claim 10, wherein the at least one keyword
2 is displayed adjacent to the associated at least one video image.

1 12. A computer program as recited in claim 9, further comprising a code segment
2 that selects one of the displayed video images, and a code segment that
3 displays the at least one keyword associated with the displayed video image.

1 13. A computer program as recited in claim 9, further comprising a code segment
2 that indexes the retrieved information based on the associated keywords.

1 14. A computer program as recited in claim 9, further comprising a code segment
2 that obtains a user profile of a user, and wherein the retrieved information
3 includes information related to the user profile of the user.

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1 15. A computer program as recited in claim 9, wherein the video images are
2 carried in a first channel, and wherein the keywords are carried in a second
3 channel.

1 16. A computer program as recited in claim 9, wherein the content utilizes the
2 Advanced Television Enhancement Forum Content Specifications.

1 17. A system for embedding keywords in video, comprising:

2 (a) logic that displays content comprising one or more video images;

3 (b) logic that associates one or more keywords with at least one of the video
4 images;

5 (c) logic that utilizes a network to retrieve information relating to the at least one
6 of the keywords; and

7 (d) logic that displays the retrieved information relating to the at least one of the
8 keywords.

1 18. A system as recited in claim 17, further comprising logic that displays the at
2 least one keyword associated with the at least one video image.

1 19. A system as recited in claim 18, wherein the at least one keyword is
2 displayed adjacent to the associated at least one video image.

1 20. A system as recited in claim 17, wherein the video images are carried in a
2 first channel, and wherein the keywords are carried in a second channel.

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